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EXTENSION SERVICE
Review

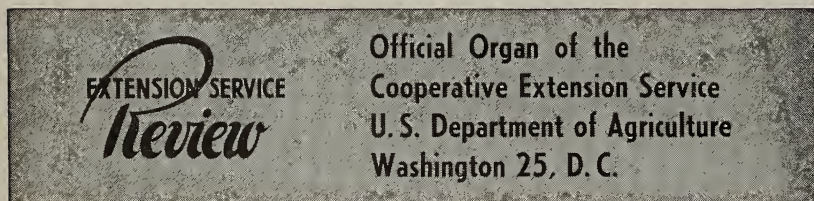
MAY 1953

*Camp time draws near with its opportunities
for recreation and education.*



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VOL. 24

MAY 1953

NO. 5

Prepared in Division of Extension Information

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

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Extension Service Review for May 1953

Ear to the Ground

● The picture on the front cover, showing a handicraft group at the Westmoreland County (Pa.) 4-H Club Camp, was sent to us by Michael R. Lynch, assistant visual aids specialist of Pennsylvania.

● Talk of the town is the July communications issue with accent on television. A slice of TV across the country will be offered by Joe Tonkin. Dick Cech who has been spending 2 years studying the extension tabletop demonstration on TV has some new ideas for streamlining this extension staple for modern TV table.

● A six-county California TV program successfully handled by the agents involved runs on enthusiasm alone, according to Dorothy Johnson who will report it. Miriam J. Kelley, an unusually skillful TV extension artist is "Stealing time" to write up her experiences for her coworkers because she says there is no "saving time" for anything, "The show must go on."

● June, the month of moonlight and roses, offers to REVIEW readers a happy fare. The businesslike Minnesota agent on the cover is the hero of the article, "The Grand and Glorious Feeling" (which an agent gets when he sees educational efforts with youth bear fruit). County Agent Klotz of Kansas admits that the whole office force enjoys the weekly family conference (though he runs it in a businesslike fashion). Home Demonstration Agent Mrs. Louise Craig, winner of the Grace Frysinger award, encourages wanderlust by taking to the trail and exploring home demonstration work in other States.

● With ear to the ground, this month we listen for the lowdown from readers. To make the message clearer, tear off this page, in the table of contents, check the items which you read, and in addition check the following statements which most nearly conform to your ideas and practices; then mail it to the editor.

This is the first Review I have seen for a long time.

I can remember one idea which I got from the Review and used.

I have no time to read magazines any more.

Most of this information comes to me, also, from other sources.

Changing Credit Needs



A farm family visits the bank at Red Oak, Iowa, to transact business with Banker H. C. Houghton, Jr.

THE SERIES of Alabama farm credit clinics drew an interested group of 113 bankers from 81 banks. The clinics, held for the third year by the Alabama Bankers Association, aimed to set the stage for an exchange of judgments and points of view on specific credit cases. Taking part in the planning and procedures were the Alabama Extension Service and Experiment Station, and the Federal Reserve Bank of Atlanta.

The clinics of 1951 and 1952 consisted of appraisals and case studies to determine the economic and technological forces affecting Alabama farms and the resulting changes in demand for farm credit. They found that farm labor is becoming more expensive, relatively, and farmers are trying to use more capital—in such forms as soil fertility improvement, pasture and forage seedings, livestock and equipment—to make labor more productive. New farm technology and the growth of industry were making this possible. One of the obstacles is the lack of money to finance the needed capital.

These facts presented to the lending institutions a demand for new types of farm loans and a larger market for loanable funds. They offer the banks a new opportunity to lend on enterprises that can create new wealth and improve economic opportunity in the community. They also changed the types of risks involved in lending and borrowing. Bankers asked questions such as how to judge the new type of risks, how far to go in accepting them, and how to fit the new types of farm loans into the banks' overall lending programs.

This year they got down to actual cases in search of further light on these questions. They studied actual loan requests from farmers that were still pending at the bank. A panel presented each request, including the new worth statement, farm business analysis, and the farmer's plans along with the credit rating report, and the outlook as related to that particular farm, but withholding the applicant's name. Two cases were presented in each clinic, one in the morning and one after lunch.

Every person present was requested to write down his personal answers to the five questions: (1) How much would you lend this man, (2) Why would you lend him this amount, (3) How would you disburse the money, (4) How would you set up a repayment schedule, and (5) What security would you require? The answers were signed and handed to the moderator, and they provided the subject for the clinics.

By calling on people with different points of view—and different answers—the moderator was able to draw out of the group all of the judgments and ideas of the participants. This probably would not have been possible if the varying answers had not been written down and put in the moderator's hands before discussion was invited.

The discussion that did result was lively, penetrating, and practical. Experiment station workers and county agents contributed points of view about the relationships between the size, terms, and uses of the loan

and the earning power of the farm. Bankers explored and appraised points of view on estimating the risk and the effects of various choices as to security, disbursement, and repayment plans. The goal—a thought-provoking contribution toward problems of lending policy and procedure—seemed to have been achieved in substantial measure.

Something New

Something new in extension service to farm people in North Dakota was carried on recently in Williams County, in the form of a series of educational meetings which were organized by County Extension Agent Don Hotchkiss to discuss problems connected with oil development in the area.

A State specialist, Courtney B. Cleland, took part in the meetings to help farmers of the State to master new concepts of "two-dimensional farming." The idea for the series grew out of the experience of Agent Hotchkiss in coping with new problems and questions raised by farmers bearing on oil development.

The remarkable interest in oil is regarded as a vast educational movement among farmers. Now, in addition to being a good manager of the surface of his land, the farmer in the Williston Basin will have to manage the subsurface equally well to receive his fair share of income from leases, bonuses, and sales of mineral rights and royalties.

Scratching the Surface

We asked C. P. SEAB, county agricultural agent, Concordia Parish, La., for this article because he had been recommended as an agent who used news and radio to good advantage. Just before going to press, we learn of his unexpected death from a heart ailment. Those of us who are first meeting Mr. Seab through his wise comments and progressive thinking in this article, join his Louisiana colleagues in being "saddened by the passing of this great pioneer agricultural worker."

DO MASS communication media pay dividends to our farmers in this highly competitive and mechanized age? They do, and we have just scratched the surface.

The parish is almost entirely agricultural with 74 percent of the farms under 30 acres. Only 3 percent of the farms contain 500 acres and over. I have been agricultural agent here since 1914 and am the oldest living active county agent in Louisiana.

One paper, a weekly, serves our parish using from three to ten or more articles on agricultural subjects. Many of these originate in the extension office, some from specialists and other agricultural workers. These articles carry current information on practically every subject of interest to local farmers. Five dailies circulating in the parish have representatives who come to the extension office for news.

To make news and information available to farmers of any given area involves a great deal of organization. For instance, to have an effective radio program, electric current is essential. This we did by organizing the REA cooperative and with power company lines, made electric current available to 98 percent of the rural people of the parish.

We took advantage of radio and provided our office with a tape recording machine. We often carry the machine in our automobile, and we have interviewed many farmers for our 15-minute weekly program in their homes, offices, and shops. The program is played early in the morning from station WMIS in Natchez, Miss., and is repeated later in the day from another studio.

Field visits are made to get and give information, get acquainted, and gain confidence. If the visit is made

for a radio interview, we must know what we are trying to present. We often interview two or more farmers on the same subject for the same program without much repetition. In making field visits, we avoid subjects unrelated to individual or community improvement.

Circular letters play an important part in getting information to rural people. We know by experience, a farmer is more likely to read a newspaper article than a circular letter. We also recognize that most farmers know more than they practice. Many circular letters should be only a reminder with an appeal

for action; they should be brief, clear, and readable.

For a circular letter to have appeal, it must be timely and about a subject the farmer is interested in or working on. This demands a mailing list classified according to the kinds of farming. We have a general mailing list for corn and cotton; specialized lists for farmers with improved pastures, dairymen, beef cattlemen, winter vegetable growers for market, gin owners, those buying foundation cottonseed, and others producing certified seed.

Have we accomplished anything in Concordia? In 1952, with less labor and acreage, we produced approximately three bales of cotton for every man, woman, and child living on a farm, as compared to one bale a few years ago. Our yield in corn has more than doubled in 20 years. Beef cattle have increased in number and quality until today we have four head for every rural person.

Yes, we have just scratched the surface, for the possibilities before us are much greater than our accomplishments.

Promote Library Service

ONE of the home demonstration programs advancing very rapidly across the 100 counties of North Carolina is the rural reading and library service program.

Because of this program, rural homemakers are reading as they have never read; the program has instilled in them a desire to read the newest and best books being printed today, according to rural librarians.

Home demonstration club members have been instrumental in getting bookmobiles into almost all of the counties in North Carolina—bookmobiles that are now serving nearly every rural community in the State.

As an encouragement to those who are reading books on the recommended reading list, certificates are awarded annually through the State college home demonstration office to women meeting the requirements of the program.

Mary Harris, Randolph County home demonstration agent, says that

the reviews given this year in her county show that the women have developed a greater appreciation of the books they are reading. More members have expressed personal opinions on the value of books to themselves. Even though many club members are reading for their own pleasure and information, many others are using the opportunity provided at club meetings for reporting as a means of improving their ability to express themselves clearly.

But the reading program in North Carolina is doing more than encouraging the women to read good books. It has convinced them that clubwomen in many counties are responsible for enlarging public school libraries. Home demonstration women in Catawba and Iredell Counties, for instance, have sponsored money-making projects for both school and county libraries, and in addition, women have donated many books for the boys and girls to read.

Flannelgraph Tells the 4-H Story

A CHUNK of felt from an old pool table makes one of the best story tellers Dan Warren has ever seen. He uses it as the main spring of his flannelgraph on 4-H. The idea began as a casual experiment. The Idaho State 4-H Club leader was working up a program for a group of leaders. He had heard about flannelgraphs so he scurried around for a piece of material for the backdrop. He found it on a billiard table long past its prime and which had somehow been missed in the annual search for bonfire fodder by University of Idaho freshmen.

Warren made a bunch of cards to tell his story of the Needs of Youth, and the Organization To Promote It in the County. At the time he lettered them there wasn't any title to the talk. It was just something on 4-H. The fancy name came later. It had to have a name because it was in demand all over the State. Warren has presented it in 15 coun-

ties and at 6 district meetings. Local leaders have borrowed it. County agents give it a whirl. Lillian Johannesen, assistant State leader, has become adept in its routine. A Grange master borrowed it once because he was fascinated by the gadget. One way and another it has become so useful that three copies have been prepared.

The flannelgraph story that unfolds on the felt is in three parts. It begins with a picture of boys and girls on the farm. It goes on to show their need for participation in worthwhile activities, to have wholesome fun, to do something for themselves and learn to work as a group. In the second scene the cutouts and signs illustrate the 4-H program as a wheelbarrow carrying "earning," "new skills," "new ideas," "leadership," and "citizenship." The extension agent is represented as the sparkplug. The solid platform for the "Irish buggy" is made of eight blocks, including such things as interest, parental cooperation, recognition, useful work, and satisfaction in worthwhile enterprises.

Perks up the Pep for 4-H

The third part shows how the community can do a job for and with 4-H by establishing friendly attitudes and sponsoring fairs, picnics, camps, and the like for boys and girls.

Everywhere it has been used the "pep" for 4-H has perked up.

"We find it is a good device to hold attention and outline our problem," Warren said. "It takes about 25 minutes to cover the subject in decent fashion. We use it as a straight talk or discussion guide, letting the audience elaborate on the importance of each word. We start all scenes in the upper lefthand corner and work downward and to the right. The letters are on yellow and light-blue paper."

The homemade flannelgraph is easy to pack around. The felt goes in a suitcase and can be thumbtacked to a blackboard, easel, or back of a piano. After each show the cards are arranged in proper order so almost anyone with the script can put on the illustrated talk.

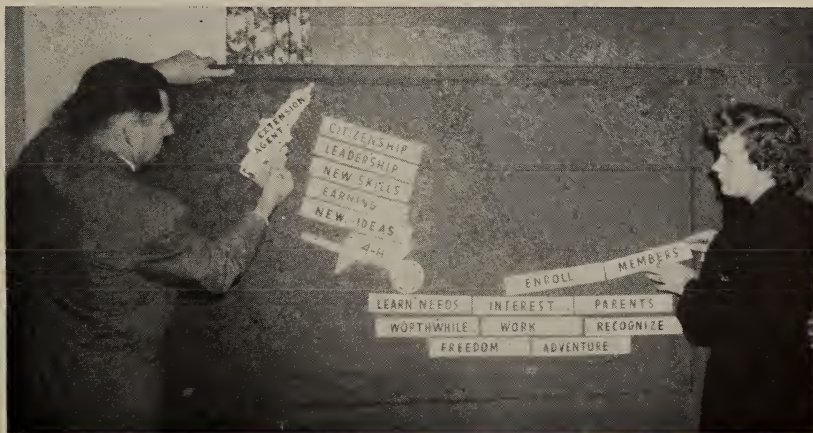
Take Time To Be A Citizen

Nearly 300 women representing 50 counties in the eastern part of North Carolina attended the citizenship training school at East Carolina College in Greenville.

"Citizenship in Action," the theme of the day's program, was planned by district chairmen representing the North Carolina Federation of Women's Clubs, the North Carolina Federation of Home Demonstration Clubs, Pilot Clubs, Business and Professional Women's Clubs, Altrusa Clubs, the American Association of University Women, and the North Carolina Federation of Parents and Teachers.

Calling the program committee together in January to lay plans for the citizenship workshop was Mrs. L. B. Pate of Route 3, New Bern, chairman of the State home demonstration citizenship committee. The motto adopted by the citizenship committee this year is "Take time to be a good citizen."

● MRS. FLORENCE M. VAN NORDEN is the new Bergen County, N. J., home demonstration agent. Mrs. Van Norden will conduct educational programs in various phases of homemaking in partnership with Marghetta Jebsen who has served as one of Bergen County's home agents for nearly 9 years.



Dan E. Warren, State 4-H leader, University of Idaho, places the extension agent "sparkplug" on his 4-H flannelgraph while Lillian Johannesen, assistant State leader, builds a platform to carry the load.



Up goes the flag bearing the pennant of the Powell Valley Community.

The Community Can Work Out Its Problems

It Multiplies Extension Service

were rather taken aback. But they have gradually worked themselves to the top.

Set Community Goals

In its first meeting in 1952, Powell Valley set up community goals on the basis of what its members felt was needed to make the neighborhood a better place. They ended up with nine major objectives—some of them unfinished projects from previous years; others, new projects; and still others, long-time goals that would take several years to achieve. These nine goals were: (1) An improved pasture program; (2) a community park; (3) improvement of herds; (4) black-top surface for the back valley road; (5) completion of the community center; (6) a good-will program carried to other communities in the county; (7) telephone service; (8) erection of signs for the community center; and (9) a health program for the community. The record of achievement is one any community could be proud of.

Community Center Completed

The community center was started in 1950 because community members felt the need for a place for community and club meetings, recreation and social affairs, and other activities. Dedicated in October, it is a real memorial to united effort. Home demonstration clubs, 4-H Clubs, as well as all other community organizations took part. Just about every one of Powell Valley's 172 families gave of their money, time, and labor to the project.

A committee was appointed to get the county board of education to donate the old high school building, which was sold for funds. The State extension staff was called on for help with plans and advice for the center. Materials worth about \$1,370 were donated; entertainments, pie suppers,

sales of handicrafts and textbooks; hen sales; and gifts and donations of money raised the \$7,214.65 in cash that has gone into the project. Hundreds of hours of free labor by Powell Valley residents did the rest, and when the building was ready for the dedication, To the Youth of the Community, Whose Head, Heart, and Hands Will Build a Better Powell Valley, a news item reported that, "they felt that the job was well done, and that the doing had brought the community closer together."

Telephone service was obtained in Powell Valley as a result of committee contact with the telephone company. The community club helped obtain signatures for right-of-way, and the men of the community cleared the rights-of-way. Now 138 families have telephones. Also during the year the community's efforts to obtain a black-top surface for the back valley road were rewarded.

Good-Will Program Major Project

Another project which perhaps gives Powell Valley residents their greatest satisfaction has been their "good-will" program. Learning from their own experience with working together as a community that their welfare also depends on the progress of other communities in their county, they gave time and effort to help others improve their own communities. During the year, Powell Valley representatives visited eight other communities to tell about their work. The community was host to a number of community and farm groups; it helped other communities with specific projects, with their scrapbooks and reports; its Ruritan Club devoted time and effort to help other groups organize.

These get-togethers with other communities and groups "do something for you—something good,"

TENNESSEE has pioneered in the community approach to extension work and has found it good. "We have long ago found that through organized community effort, the effectiveness of our services is multiplied many times," states Dean J. H. McLeod, Tennessee Extension Director.

The dramatic achievements of Tennessee communities were described in the January 1950 Extension Service Review with the title "Everybody Wins."

Just how everybody wins is illustrated in the story of Powell Valley, Claiborne County, champion community of 1952. Mrs. Clyde Day who lives in Powell Valley expresses it this way: "Miracles do happen. One happened in Powell Valley—I've seen it; I've felt it. In the past 6 years, I have seen a whole community of people change from 'I's' to 'we's', from 'my' to 'our' and from 'you do it' to 'let's do it'."

That "we," "our," and "let's do it" attitude achieved a transformation in Powell Valley in 1952 that has spilled over into other communities and brought a new zest of living to just about every family in Powell Valley.

Six years ago this community entered the improvement contest with what community leaders described as rather lukewarm interest. When it placed only third in the county they

Powell Valley felt. And in order to make their contribution more effective, they held a public speaking class for adults, with 24 enrolling—ample evidence of the interest in self-improvement for the community good.

Other community-wide activities during the year included a rabies clinic; promoting chest X-rays and a typhoid clinic (every home cooperated in this); erecting signs for the community center; choosing a site for the community park; holding dairy courses and handicraft schools; sponsoring All-Church Easter Sunrise and Thanksgiving services, participating in cancer, heart, polio, and Red Cross drives; providing adult leaders for all youth organizations and arranging an organized recreation program for both youth and adults for the coming year. One hundred and thirty-six people served on various committees in achieving community goals.

Farm Improvement Outstanding

Particularly outstanding in community progress has been farm improvement work. Primarily an agricultural community, with only a few nonfarm families within its boundaries, Powell Valley has some 16,000 acres of farmland. It is fast growing into a dairy center, with beef cattle also a major enterprise. Pastures are therefore of primary importance to its farmers. During 1952, 1,240 acres of improved permanent pastures were seeded in a drive to "Keep Powell Valley green." Use of soil tests as a basis for fertilization and cropping was increased; more lime and fertilizer were used; greater acreages of cover crops were seeded.

Herd improvement was also emphasized. Six purebred beef bulls, nine purebred dairy bulls, and 286 purebred cows and heifers were purchased. An artificial breeders' association was organized, and 32 members attended night classes in dairy management. An indication of farm progress also is the increase of numbers of cattle, both beef and dairy; the building of 12 new barns and remodeling of 11; the installation of 211 new gates and 2,962 rods of new fence; the purchase of \$42,328 worth of farm machinery; the addition of nine new Grade A dairy barns.

Better Family Life

Both improved farming and community work have had their effect on family life in Powell Valley. Better income from better farms, together with the stimulus of desire for community progress, has resulted in the purchase of \$21,462 worth of electrical equipment and \$23,240 worth of home furnishings. Six new homes were built, 21 were remodeled or repaired, 49 were painted, and 216 rooms were painted or papered. Eleven homes installed running water, 13 hot water, and 6 bathrooms. Numerous improvements were made in home lighting, laundry, heating, storage, and other conveniences.

The "live-at-home" program has made steady progress. Every family has a garden; most have their own pork, chickens and eggs, and milk. A greater number have their own beef since the advent of the home freezer; six freezers were purchased this year to bring the community total to 40. More than 31,400 quarts of food were canned, and 11,250 pounds of food frozen during 1952.

Good living means, of course, more than material advantages, and Powell Valley residents do not neglect the social and cultural aspects of family life. One hundred and forty-eight families carry insurance of some kind. Every family subscribes to one or more newspapers; a magazine subscription drive by high school students this year brought \$765; and there are memberships in book clubs and the American Artists League. The school library serves the community. Through the combined efforts

of the parents, a music teacher was obtained, and 14 pianos were bought in the last 2 years.

Powell Valley young folks are considered one of the community's most important resources, and activities of the community club are directed at giving them wider opportunity and training in every possible field. The 4-H, FFA, and FHA Clubs are promoted, and all have large membership from among Powell Valley youth. The Sportmen's Club sponsored a youth day, when members accompanied the boys of the community on hunting and fishing trips, taught them the use and care of guns and sports equipment. The Ruritan Club sponsored organization of a Boy Scout Troop. The young people take an important part in community activities, helping with farm and home improvements; directing traffic at community affairs; participating actively in such affairs as the clean-up campaign, community center work, banquets, recreation and entertainment programs.

There are 10 active organizations in Powell Valley, each dealing with some phase of rural-life improvement. The community club is the hub around which all organizations revolve. Through it, the efforts of all clubs and all individuals are brought together and directed into a powerful force to solve mutual problems. Everyone, Powell Valley feels, has something to contribute that is needed in the community effort. In giving of themselves, Powell Valley people are growing in capability—and their community is thriving in the same measure.



Spring brings out a volunteer crew to begin landscaping the new high school.

IT WAS A cold night in December of 1951 that a Flatville 4-H Club meeting was called. Snow was 8 to 10 inches deep and leaders knew that not many members would be in attendance. Hans, Pflugmacher (the new leader), eight youngsters, and I showed up.

After colored slides on project work, camping, and the county 4-H show were shown, I talked about the value of club work for young people between the ages of 10 to 21. All the boys and girls present were eager to get enrollment cards and sign up to be members.

Mr. Pflugmacher talked to the members about the future of their club. He said, "We're going to put Flatville on the map; we're going to sign up more members; and we're going to have some real projects. I'm going to visit each of your farms, look over your projects, and become acquainted with your parents. 4-H is a real training program for farm boys and girls and, as your leader, I trust that we will have an up and coming 4-H Club."

Following the business meeting, recreation consisted of playing First of March, Descriptive Initials, and Geography. Two of these games were taken from a booklet entitled, "Fun at the Meeting Place," which is available to every 4-H Club. After recreation the leader brought out a

big pan of all kinds of Christmas cookies. Several of the boys ran over to a grocery store not far from the schoolhouse to pick up some cold drinks. While these refreshments were being prepared, I put a display of available record books and manuals on a vacant table.

A beef project member said, "I sure didn't know all these books were available for 4-H work. Look at this beef manual for 4-H Club members. It tells how to buy and feed a calf. And here's something about getting ready for the 4-H show. I need one of these for my beef project."

By now, members were munching cookies. They were looking at the display of 4-H materials. Most of them didn't know so many College of Agriculture and extension publications were available.

In addition to the project record

books and manuals, the display included folders on accident and fire prevention, a pamphlet on camping, a booklet on parliamentary procedure for each officer, and a dozen other helpful items available for club members and leaders.

All the boys and girls present picked up the bulletins and books necessary to carry on their projects.

While Mr. Pflugmacher and I visited the members had a wonderful time. They were playing the piano, playing games, and proudly looking over their new project books.

Mr. Pflugmacher says, "Al, just how much freedom do I have this first year as a leader? Can I encourage all of my members to have live projects? Somehow or other I know that members just do better with a real live project. They sort of get attached to something that's alive.

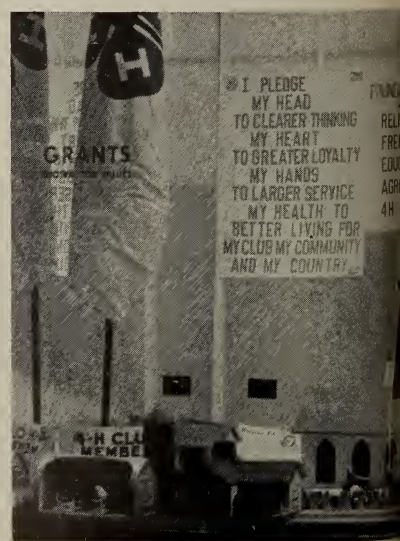
IT HAPPENED ONE NIGHT

E. E. GOLDEN

Assistant County Agricultural Agent
Champaign County, Ill.



One group of 4-H campers from Champaign County. Two hundred or more campers attend district camp each year.



During National 4-H Club Week many Club exhibits

And another thing, do they all have to show this year? You see, I'm starting out with members who haven't been in club work before and I don't want to drive 'em. I want to lead them. I want them to get so enthused about club work that they'll feel it is theirs. You see, I've seen what it has done for my two boys and I know it can do as much or more for others."

"4-H Club work is a volunteer movement and as long as your club members meet the minimum requirements and you operate democratically, you are pretty much on your own," I told him.

By now it was nearly 10 p.m. and time to go home. Different members helped carry the books, projector, and other equipment to the car.

Snow was still coming down. Everything seemed so peaceful across the countryside. As I pushed on the handle of the car door, I could see the soft outline of the Flatville church. This thought went through my mind—"Here we are in a community on the great prairie of Illinois. Here in the heart of the Corn Belt we find a church, a school, a community store, and a nest of homes.

"Tonight we organized a 4-H Club. This 4-H Club fits into this setting. The heart 'H' means just a little more because of the church. The head 'H' means a little more be-

cause of the school. The hand and health 'H' mean that these boys and girls can become useful citizens through growing projects and learning scientific methods. In fact, these members could easily develop into tomorrow's community leaders."

On the way back to Urbana, with the swit, swit, swit of the auto chains, I wondered "Will this club amount to anything? The potential is there, will it come through?"

And it did come through. The first year 21 members—13 boys and 8 girls were enrolled. Several members went to camp and showed that their leader's spark of cooperation had been kindled in them. When the sunken garden needed spraying to kill mosquitoes prior to the candlelighting ceremony, these boys asked if they could do it. The club held a scrap iron drive and sent contributions to camp and to the National 4-H Center. They held a county tour and exhibited at both the county and State fairs. They held a real achievement night program with 82 present, including the parents. The leader pulled his hayrack up into the yard so the folks would have a place to serve the potluck supper.

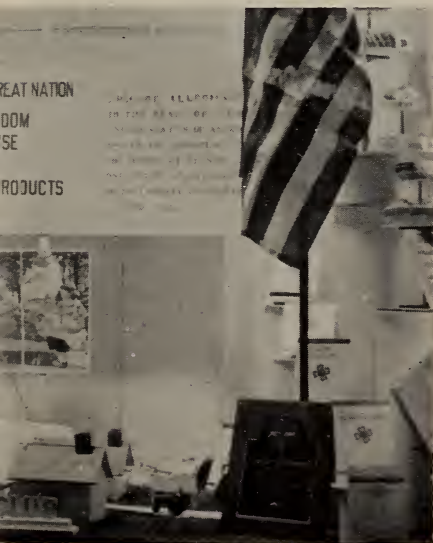
In the 16 months since that snowy night, Flatville Club has joined other groups in activity developing our most important crop—the boys and girls in Champaign County.



Mary Lou Wilson, State winner in 4-H keeping-fit program.



Paul Mathis, Jr., and his prize-winning 4-H Hampshire ewe.



ns were interested in the Flatville 4-H l store window.



Twenty-five Champaign County 4-H Ag Clubs held scrap drives and raised more than \$1,300 for 4-H Club Camp in 1952.

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All the boys and girls present picked up the bulletins and books necessary to carry on their projects.

While Mr. Pflugmacher and I visited the members had a wonderful time. They were playing the piano, playing games, and proudly looking over their new project books.

Mr. Pflugmacher says, "Al, just how much freedom do I have this first year as a leader? Can I encourage all of my members to have live projects? Somehow or other I know that members just do better with a real live project. They sort of get attached to something that's alive.

And another thing, do they all have to show this year? You see, I'm starting out with members who haven't been in club work before and I don't want to drive 'em. I want to lead them. I want them to get so enthused about club work that they'll feel it is theirs. You see, I've seen what it has done for my two boys and I know it can do as much or more for others."

"4-H Club work is a volunteer movement and as long as your club members meet the minimum requirements and you operate democratically, you are pretty much on your own," I told him.

By now it was nearly 10 p.m. and time to go home. Different members helped carry the books, projector, and other equipment to the car.

Snow was still coming down. Everything seemed so peaceful across the countryside. As I pushed on the handle of the car door, I could see the soft outline of the Flatville church. This thought went through my mind—"Here we are in a community on the great prairie of Illinois. Here in the heart of the Corn Belt we find a church, a school, a community store, and a nest of homes.

"Tonight we organized a 4-H Club. This 4-H Club fits into this setting. The heart 'H' means just a little more because of the church. The head 'H' means a little more be-

cause of the school. The hand and health 'H' mean that these boys and girls can become useful citizens through growing projects and learning scientific methods. In fact, these members could easily develop into tomorrow's community leaders."

On the way back to Urbana, with the swit, swit, swit of the auto chains, I wondered "Will th's club amount to anything? The potential is there, will it come through?"

And it did come through. The first year 21 members—13 boys and 8 girls were enrolled. Several members went to camp and showed that their leader's spark of cooperation had been kindled in them. When the sunken garden needed spraying to kill mosquitoes prior to the candlelighting ceremony, these boys asked if they could do it. The club held a scrap iron drive and sent contributions to camp and to the National 4-H Center. They held a county tour and exhibited at both the county and State fairs. They held a real achievement night program with 82 present, including the parents. The leader pulled his hayrack up into the yard so the folks would have a place to serve the potluck supper.

In the 16 months since that snowy night, Flatville Club has joined other groups in activity developing our most important crop—the boys and girls in Champaign County.



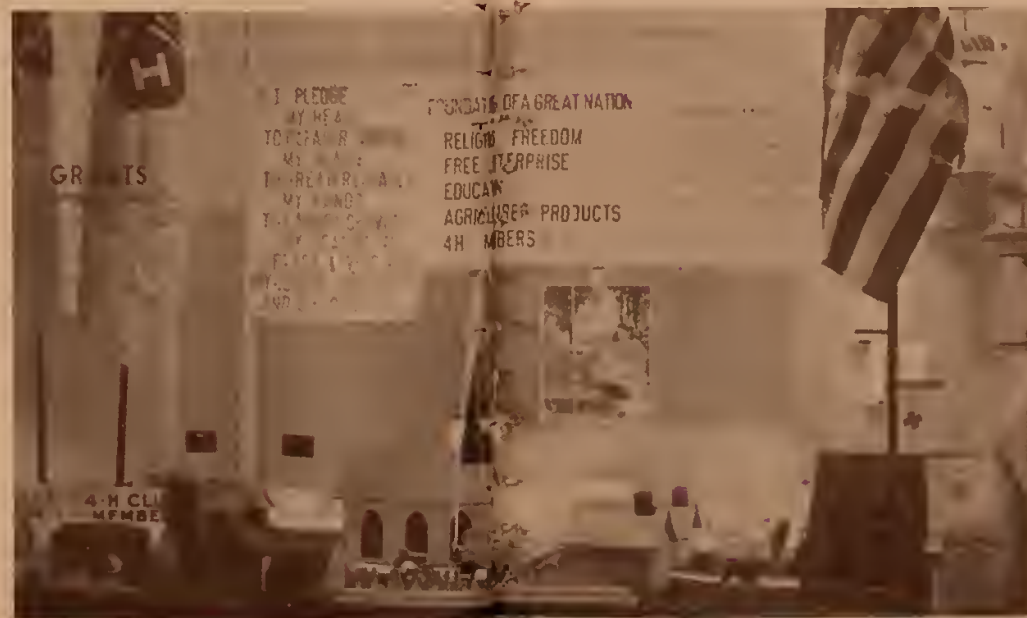
Mary Lou Wilson, State winner in 4-H keeping-fit program.



Paul Mathis, Jr., and his prize-winning 4-H Hampshire ewe.



One group of 4-H campers from Champaign County. Two hundred or more campers attend district camp each year.



During National 4-H Club Week many persons were interested in the Flatville 4-H Club exhibit in local store window.



Twenty-five Champaign County 4-H Ag Clubs held scrap drives and raised more than \$1,300 for 4-H Club Camp in 1952.

Tops in Soil Savers

ONE HUNDRED PERSONS from 48 States, the outstanding soil savers of the United States, will be sitting down to just such a feed in December 1954. The group shown are winners in last year's regional contest which has been held for the past 6 years in 17 Midwestern States and is being expanded to a national basis beginning July 1, 1953.

All organized soil conservation districts in the United States are eligible to compete. One member of each winning district and the top cooperating farmer or rancher named by the district get a free vacation to Goodyear Farms at Litchfield Park, Ariz.

Nonpartisan judging committees, selected from outstanding exponents of soil conservation in the various States, will select winning districts on a point system of rating actual accomplishment.

Winners will be announced at the seven regular regional meetings of the National Association of Soil Conservation Districts. Plaques will be awarded at these conventions to the first and second-place winners from the competing units.

Actual competition will be over a 10-month period with 2 months for judging. Soil conservation districts within the States will compete with each other for first and second place awards with the following exceptions:

Vermont and New Hampshire will compete as one unit. Connecticut, Rhode Island, and Massachusetts will make up one competing unit. Delaware and New Jersey districts will compete together for the grand award.

The soil conservation districts of Texas will be divided into three competing units and the soil conservation districts of Illinois, Iowa, Kansas, and Nebraska will be split into two competing units each.

Certificates of meritorious achievement will be given to 1,000 outstand-



Last year's crop of outstanding soil savers from 17 Midwestern States enjoy Arizona ranch food.

ing supervisors and cooperators after the close of the contest year on April 30, 1954.

Members of the advisory committee for the new nationwide Goodyear Soil Conservation awards program were named February 4 at the seventh annual meeting of National Association of Soil Conservation Districts at Omaha, Nebr.

They are Dr. Robert M. Salter,

Chief of Soil Conservation Service, chairman; C. M. Ferguson, Director of Extension Work, Department of Agriculture; Waters S. Davis, Jr., president of National Association of Soil Conservation Districts; Wendell R. Tascher, extension soil conservationist, Department of Agriculture; and H. Wayne Pritchard, executive secretary, Soil Conservation Society of America.

To Encourage Native Arts

The Kansas State Federation of Art has provided two displays of work of native Kansas artists to be used by home demonstration units of the State.

Each show consists of more than 20 pictures suitable for home decoration, including water colors, aquatints, lithographs, woodcuts, and serigraphs. There is a time limit of 1 month in a county. The only cost to the local group is for transportation.

In Minnesota, also, a rural arts show was featured at the 51st Annual Farm and Home Week, January 13 to 16. Exhibits included original work of all types of painting, sculpture, and wood carving. Anyone living in Minnesota towns or rural areas could enter their work. Aaron Bohrod, artist in residence at the University of Wisconsin and internationally known painter of the

Midwest rural scene and Mrs. Ruth Stalle, widely known in Wisconsin for her work with rural artists were there to discuss problems with rural artists.

County Agents Name Officers

New officers of the Oregon County Agents Association and the Oregon Home Demonstration Agents Association are Jennie Clark, Hood River County, president; Frances Gallatin, St. Helens, vice-president; and Ritzpah Douglass, Grants Pass, secretary-treasurer for the Home Demonstration Agents Association.

The county agents association elected Garnet Best of Enterprise, president; S. A. Jackson, Corvallis, vice president; D. L. Rasmussen, Salem, secretary-treasurer; and Cal Monroe, State 4-H agent, recorder.

Bend a Twig

THAT conservation can be successfully taught in rural and secondary schools with proper advance planning, is being demonstrated in Lincoln County, Mont., where extension workers are cooperating with school administrators, teachers, and representatives of county, State, and Federal Agencies.

Under the Montana conservation education law, Senate Bill Number 10, the teaching of conservation in the elementary and secondary schools of the State is now mandatory.

In Lincoln County the preliminary planning for the conservation education lessons now being taught was begun in March 1952. First, Mrs. Glessie Kemp, county superintendent of schools, featured Senate Bill Number 10, in the April issue of her monthly bulletin sent to all school board members and teaching personnel. Then the May issue of the bulletin contained another article on the subject prepared by Mrs. Lillian Peterson, State rural school supervisor.

Meanwhile planning on how the conservation lessons would be conducted in county schools was continuing. The final plan which was evolved and later adopted was the end product of much correspondence, numerous individual contacts, and many meetings. The basic plan of the program was proposed by Mrs. Kemp and Thaddeus Wojciechowski, Lincoln County extension agent. Then the plan was submitted to work unit conservationists, forest service personnel, soil conservation district supervisors, school superintendents, and others for approval and suggestions.

Program Presented for Teachers

The next step was to present a program at the county teachers' institute in September to acquaint them with the need for conservation education. At this time Winton Weydemeyer, chairman of the senate agricultural committee, presented the history and facts leading to the drafting of the State conservation education law. Howard Ahlskog, district

supervisor of the Kootenai National Forest, emphasized the need for forest conservation and watershed management, and Lewis Fuller, work unit conservationist, explained the organization and purposes of the soil conservation organization. Lastly Mary Moses, teacher at Fortine, described her efforts and results in teaching conservation for 2 years.

The conservation education program in Lincoln County groups 14 schools into five separate meeting places. A 3-hour program is presented at each meeting place at the beginning of each 6-week period to initiate the lesson for that period. For example, the meeting at the Eureka school is attended by pupils and teachers from schools at Glen Lake, Tooley Lake, and Rexford. In all, five such meetings are held in a 2½-day period.

The program being carried during the 1952-53 school year is as follows: First period, Organizing the program; second period, forest conservation; third period, wildlife conservation; fourth period, human conservation; fifth period, watershed conservation; and sixth period, agricultural conservation.

Cooperation the Keynote

County, State, and Federal agencies are cooperating in the program, and these include the U. S. Forest Service, State Fish and Game Department, Soil Conservation Service, Montana State Board of Health, State and county extension service.

After the group meetings are held at the beginning of each period, teachers carry on follow-up lessons in their individual classes on the phase of conservation discussed at the group session.

What do teachers think of the program being carried on in Lincoln County? Well, Mrs. Genevieve Kencly of the Manicke school says, "Our school certainly receives many benefits from the study on conservation. My pupils look forward to each lesson and we enjoy every minute of it." Mary Lula Zimmerman,

teacher at the Stryker school, says that her school "has used the first two conservation programs as a basis for further school work."

A. D. Bowley of the Tooley Lake school believes that conservation could very well be taught as a basic subject and other subjects correlated with it. And Jack Gardener of the Trego school says that his school is putting out a yearbook with conservation as its theme.

In its conservation education program Lincoln County is seeking among other things, to provide motivation for youth and teachers to learn and to teach conservation of natural resources and to develop a conservation attitude in youth so that they as well as adults will become aware of the value of natural resources. It also attempts to educate young people on the need for community effort in conservation and to show the interrelationship between natural resources and the importance of using them wisely.

4-H Negro Electrical School

Twenty-five 4-H Clubs in Okmulgee County, Okla., with a total of 635 boys and girls, took part in the electrical 4-H schools. Several demonstrations were given to each club. Something was given to each member to work with. They worked on such items as repairing lamps, lamp sockets, iron and lamp cords, iron sockets, making splices, making connections of plugs and sockets and making extension cords.

Each club was shown how to identify each electrical tool. They, also, worked with wires of various sizes, according to D. P. Lilly, county agent. A kit was carried to each of these schools in order that the boys and girls might have something to work with. Each kit contained wire of different sizes, plenty of sockets, several knives, plenty of plugs and friction tape, extension cords, bulbs, fuses, screw drivers, pliers, snips, and other equipment. This equipment was furnished by the board of education of Liberty School. The boys and girls really enjoyed this phase of 4-H Club work.

Meet . . .



Mrs. Eugenia VanLandingham.

THERE IS A vitality about Mrs. Van that makes her stand out in the group and makes you wonder who she is. Attending extension meetings in Washington or Chicago, you can pick her out by her lively interest in what is being said and done, either by the formal speaker or by her companions. She has a ready smile on tap and has an air of competence and well-being which should augur a good year for the National Home Demonstration Agents' Association.

Edgecombe County, N. C. has been her proving ground, and the results there are noteworthy. For example, the coordinated health program is making every rural family health conscious.

She came to the county in 1937 but the health program really got under way when the Extension Service and the State health department joined forces in 1945. The home demonstration clubs began to work closely with the county health department. The strength of the whole program lay in the unity of cooperating agencies. She is a native of North Carolina, and both her education and experience had prepared her to take successful leadership in this field. A graduate in home economics from Flora McDonald College in Red Springs, N. C., she spent one summer studying biology at the Woman's College of the University of North Carolina. Teaching home economics in Flora McDonald and the Barium Springs Presbyterian Orphanage, and serving as diet supervisor at Long's Sanatorium in States-

Eugenia Van Landingham, who takes a position of national leadership as president-elect of the National Home Demonstration Agents' Association. She has proved her ability to stimulate action and organize to get things done in Edgecombe County, N. C.

ville gave her an excellent background for the home demonstration program.

The community health clinic in west Edgecombe is an achievement to which rural women point with the most pride. The five communities served joined forces to make it possible. They raised the money themselves without any aid from public funds. The clinic building was completed and equipped in 1950. The county health department services it a certain number of days each week, and the rural families come in for physical check-ups. The home demonstration clubs use the building for their meetings, and it serves many other community uses.

Health is not considered as a separate project, says Mrs. Van Landingham, but emphasis is placed on health in relation to proper nutrition, housing, sanitation, and immunization. The home demonstration clubs work closely with the county health department and the strength of the program lies in the unity of the cooperating agencies. In developing this unity Mrs. Van is an expert. Coordination is helped by the fact that she serves as chairman of the county Red Cross nutrition committee and secretary of the county nutrition committee among other key leadership jobs.

The county health leaders take much of the responsibility for the home demonstration program which gives 100 percent cooperation to all organizations interested in foods, nutrition, and health. Bulletins, materials, and equipment are lent to school lunchrooms. Basic Seven food charts are made available to teachers. Recipes and printed matter relating to foods and nutrition are supplied to any group or agency. Talks and demonstrations developed on health

and nutrition subjects are ready for those who can use them. The county quota in the polio and cancer drives was pushed over the top by the home demonstration clubs. Each club supplied five donors for the bloodmobile.

As a result of the activities, screens have been added to doors and windows, water systems have been installed, gardens have been planted, and pantries stocked with health-giving foods. First aid and home nursing are subjects of active interest, and several hundred families have been assisted in caring for the sick and injured. Altogether, more than 1,200 families have reported some positive preventive measure taken to improve the health of the family.

The results are impressive, but the women of Edgecombe see much more to be accomplished in 1953. In addition to that Mrs. Van Landingham will help agents throughout the country through her ability to see what needs to be done, stimulate enthusiasm for doing something, and organize to get the job done.

● A life-long ambition—a trip to Europe and the Holy Land—is soon to be realized by EVA LEGETT, Mississippi extension specialist in consumer education, recently retired.

Miss Legett began her extension career as home demonstration agent in Greenville, S. C., in 1920. She went to Mississippi as home demonstration agent in Brookhaven in 1921, and later served as home agent in Jones and Newton Counties.

She joined the State force in 1929 as assistant poultry specialist. Then in 1944 she became consumer education specialist.

After Europe, she plans to devote her time to flower growing and fishing.

LETTERS FROM READERS

KOREA APPRECIATES

This morning's mail brought the February 1953 copy of the Extension Service Review.

I thank you very much for your using the picture and story of our 4-H Clubs in Kyonggi Province, Korea.

If you could send me 6 copies, I would appreciate it, and I know the Koreans would greatly appreciate seeing the writing about their club in an American magazine. This would help to increase the "Extension" snowball in Korea.

A definite effort toward the establishment of an Agricultural Extension Service in Korea is a Farm Leaders Training School which we are sponsoring with the ROK's. A total of 1,524 village leaders will come to Pusan in 7 sessions for 10-day training periods. On their return to their villages they are supposed to function as a county agent would.

Two jobs ahead of me are—setting up an agriculture and forestry exhibit in a quonset hut down in Pusan—the other is an UNCACK demonstration forest—just like the procedure with the county council women in Arkansas, that we used years ago.—*Sincerely, Fred Shulley.*

MEMORIES ARE STILL VIVID

The February issue of Extension Service Review has been carefully read, some of it reread.

Perry G. Holden, still living in East Lansing, Mich. was agronomist at Ames, Iowa, before he was made State director (superintendent) of agriculture extension in the spring of 1906 [A year before I was made director (superintendent) in Ohio]. He had the demonstration farm idea and it worked out very successfully, as R. K. Bliss narrates.

Dr. Knapp usually visited at Ames, Ia., where he had once been president. Prof. Holden, still a correspondent of mine, has told me personally 47 years ago and in a letter that Dr.

K. usually talked with him about what has turned out to be agricultural extension.

Dr. Knapp was a remarkably well educated man—classical scholar. He had no doubt read Vergil's Georgics, Cato, Varro, and Columella, Latin writers about agriculture and improved methods among the best Roman farmers (See "Roman Farm Management" by a Virginia Farmer; the Virginia Farmer was President Harrison formerly of the Southern Railroad Company, himself a Latin scholar).

On one of his trips to Ames Prof. Holden suggested to Dr. K. that he stop in Holmes County, Miss., and see what County Superintendent William Smith is doing in boys' corn clubs (1906).

The land-grant colleges had their own agricultural extension committee with some very good thinking men, such as Kenyon L. Butterfield, who had much to do with formulating an extension law combining the activities of the States and the Federal Bureau of Plant Industry. Senator Hoke Smith, a Georgia lawyer, interested in vocational school agriculture was the very man to champion the bill in the Senate; Representative Frank Lever was interested in the same field and was also the very man to sponsor the bill in the House.

Last Friday I was 85. My memory has begun to show some of the effects of senility but even at that, happenings of 50 years ago are rather vivid.—*A. B. Graham.*

PROGRESS REPORT

We were very pleased to receive a copy of the Extension Review (February) with the article on Benedict farm. Since then, we have completed the first year's progress report. In the 25 years of my extension work, never have I had the opportunity of seeing a county motivated by a demonstration such as this one.

Mrs. Benedict has done an excellent job in redecorating her home.

It has been a great satisfaction to

follow the results on this farm, but the activation of the various groups in the county has been almost phenomenal.—*LaVerne N. Freimann, County Agricultural Agent, Whatcom County, Wash.*

KNAPP'S HOME TOWN CELEBRATES

It was fitting that the golden anniversary of Seaman A. Knapp's achievement should have been celebrated in Essex County, N. Y. Seaman Knapp was born at Schroon Lake and was brought up in Crown Point, both in Essex County, N. Y. The celebration began when radio station WGY, of Schenectady, broadcast its Farm Paper of the Air from the Essex County Agricultural Center at Westport. This February 26th edition was a memorial program in honor of Dr. Knapp and the Extension Service. The program was in charge of Don Tuthill. Prof. Cliff Harrington of Cornell University briefly told of Knapp's life. Harry MacDougal, an ex-president of the Essex County Farm Bureau reviewed the history of the Essex County Extension Service. Rev. Walter Whitney interviewed some of the charter members of the Essex County Farm Bureau, namely George West, John Murdock, V. I. Alden, Harry Sisson, Robert Phillips, and Ed. Barker.

On behalf of the Director of New York Extension Service, L. R. Simons, Harrington presented Mrs. Charles Phelps, president of the Essex County Farm and Home Bureau and 4-H Club Association a scroll commemorating Dr. Knapp.

A more elaborate program was held in the evening at the Crown Point School. A dramatic sketch showing an old-time quilting bee and later a modern 4-H sewing club bridged the past with the present. This was enacted by home bureau units of Crown Point, North Hudson, and Port Henry and the Champlain Valley 4-H Club of Crown Point.—*Ray Bender, County Agricultural Agent, Essex County, N. Y.*

Have you read...



CONSUMER PROBLEMS. Arch W. Troelstrup. McGraw-Hill Book Company, Inc., 330 West 42nd Street, New York 36, N. Y. 458 pp.

• In this well-rounded consumer study (presented in the form of a textbook) the author gives his research and experience in the fields of psychology, economics, nutrition, child development, and health.

Every aspect of consumer experience is presented to the young reader. The first chapter deals with important problems which the student must face in making wise use of his allowance to provide his needs; the fundamental rules of banking, and the elementary study of business practices as they affect his daily living.

Progressively, following the discussion of personal finance problems, the author has introduced such topics as premarriage planning, the consumer problems of young married people, and the preparation for life through the early and the more advanced stages, even into retirement, and the legal intricacies of estate planning and making wills.

The chapter on "Money and Marital Happiness" contains excellent advice to young people who accept the modern version of marriage where both husband and wife are wage earners in order that they may meet the high living costs of today's society and plan together for the establishment of a family. A serious discussion of when the woman should work and when it is better for her to give up outside employment will be most helpful to those young persons who seek reliable guidance on such matters.

The author lists Federal, State, and municipal aids available for the protection and guidance of consumers as well as private aids given by commercial concerns. A carefully selected bibliography for student reading adds much to the value of this text-

book.—*Helendeen H. Dodderidge, Production and Marketing Administration, USDA.*

VEGETABLE GROWING. Second edition revised. James S. Shoemaker. John Wiley & Sons, Inc., New York, 1953, 515 pp.

• Much of the new information that is becoming available in this rapidly changing subject has been incorporated in this thoroughly revised edition. The first edition appeared in 1947. Chapter 1 on vegetable seed production is a valuable one as it describes in considerable detail methods of planting and handling the important vegetable seed crops—a subject not treated in many vegetable books. The body of the text is taken up by descriptions of each vegetable, including the potato and the sweetpotato. A typical description covers such subjects as history, varieties, soil and fertilizer, time of seeding, spacing and seeding rate, tillage, irrigation, harvesting, storage, insect and disease control, and preparation for market. Some very fine information is given under these and other headings. It is not a marketing book but does cover handling up to the time the products leave the farm. Worthy of special mention are the frequent keys to aid in the identification of varieties.

The last chapter in the book, 17 pages, is on herbicides, insecticides, and fungicides—not enough to say very much about any one but, nevertheless, enough to give considerable concise information about the chief, proved ones. This book is a fine text for college or vocational agricultural classes. It is well referenced and indexed. It is also an excellent reference book for horticulturists, county agents, teachers, horticultural leaders, and vegetable growers.

The author is professor of horticulture and head of the Department of Horticulture, Ontario Agricultural

College, Guelph, Ontario, a position he has held since 1946. He is a graduate of Ontario Agricultural College and received his M.S. degree from Iowa State College and his Ph.D. from the University of Minnesota. He has taught at Ohio State University and the University of Alberta and is the author of at least two other horticultural books.—*R. J. Haskell, Coordinator, Garden and Home Food Preservation Program, U.S.D.A.*

THE WONDERFUL WORLD OF BOOKS. Edited by Alfred Steferud. Houghton Mifflin Company and The New American Library of World Literature, Inc., New York, N. Y.

• It's a book on books—no particular book, it just packs into small space the feelings of many book lovers. Sixty-seven different authors took their pen in hand to contribute to the book. These short pieces manage to preserve much of the pleasure and interest felt by those who attended the National Conference on Rural Reading more than a year ago and which sparked the book.

Looking through some early issues of the *Review* recently, I ran across an article "The World of Books." It carried me back to my first field trip, when I met Elizabeth Moreland of Tennessee. Again, I felt the warmth of her enthusiasm as she said, "There is a world of opportunity in books. The power of books to give pleasure, to relieve monotony, and to stimulate thought cannot be overlooked." That was 20 years ago. Many have followed in her footsteps, and it is these book-loving extension workers who get the most pleasure in meeting these charming folk of *The Wonderful World of Books*.

Extension workers will find ideas and suggestions helpful in home demonstration and 4-H Clubs, in visits to rural families, and in taking part in community life. The book is available in two forms, an inexpensive paper-bound edition and a regular cloth binding. The inexpensive edition will be distributed widely for about 6 months. After that, it may be found in book stores along with the hard-backed edition—*Clara B. Ackerman, Editor, EXTENSION SERVICE REVIEW.*

About People...



● MURIEL SMITH, who developed the first home management projects in Nebraska, has resigned from the University of Nebraska Agricultural Extension Service. She had been home management specialist since 1924.

Miss Smith's first work in extension included writing circulars and preparing demonstrations on convenient kitchens to help women to make their household tasks easier. She presented the demonstration for leaders in many counties. She is the author of the article, Program Material To Meet the Homemaker's Needs, which appeared in the February 1952 Extension Service Review.

Miss Smith says there are two reasons why she always enjoyed her work with the Extension Service, working with sincere and loyal people in their everyday problems, and meeting the constant challenge for improvement to satisfy new needs and desires for homemakers.

● "Valley of Still Waters" is a 22-minute, color-sound movie. This movie was produced by the University of Nebraska's Bureau of Audio Visual Instructions. It outlines the steps necessary for a complete watershed program of conservation measures on the farm land, structures and practices for erosion control, water conservation, flood abatement, and recreation and wildlife development in the watershed development in the Salt-Wahoo Watershed. It was sponsored by the Salt-Wahoo Watershed Association.

The "Valley of Still Waters" movie explains the need for urban interest and cooperation in a program based on agricultural development but of benefit to the entire watershed community. Costs of the development are set forth and the distribution of costs are enumerated, followed by the estimated benefits. The movie is good pictorially and will have edu-

cational value in many areas of the United States.

Inquiry can be made for the use of this film to the Salt-Wahoo Watershed Association, Lincoln, Nebr.

● LOUIS M. HURD, extension associate professor in poultry at Cornell, retired March 31 after 43 years of serving on the extension staff. The author of two books on poultry, Practical Poultry Farming, and Modern Poultry Farming, he has also written many bulletins and articles for poultry journals.

The poultry specialist initiated a statewide fowl pox control program in the late 1920's and a pullorum control program in 1935. In 1944, he instituted time and distance studies of poultry chores.

He began extension work in 1910, became instructor in poultry in 1911, extension assistant professor in 1935, and extension associate professor in 1947. He was the poultry department extension project leader and chairman of the college's poultry committee in 1949.

Professor Hurd was assistant superintendent of poultry in charge of the production poultry and egg show at the New York State Fair in Syracuse for several years. He has been active in production poultry judging at the State fair, county fairs, and other poultry shows. He has also traveled widely, visiting poultry farms and experiment stations throughout the country, and at one time he lectured at Columbia University on poultry keeping.

When he retires, Professor Hurd plans to revise the book, Modern Poultry Farming, and also travel.

● D. T. HAYWARD, Columbus, Ohio, has been elected president of the Frank R. Pierce Foundation, which provides annual scholarships for advanced study in agriculture for outstanding county agricultural agents.

● ENOS J. PERRY, extension dairyman in New Jersey for 20 years, received the award for merit presented by the New Jersey Milk Industry Association on January 29. For 20 years, he has been extension specialist in dairy husbandry in the State. His work in cooperation with the U. S. Bureau of Animal Industry in the eradication of diseases of cattle, and with the youth of New Jersey in stimulating better dairying practices were cited, as well as his scientific contribution to the milk industry in the formation of the first cooperative artificial breeding association in the United States.

"As a direct result of his vision, determination, and enthusiasm, cooperative artificial insemination was started in New Jersey in 1938 and now embraces more than 540,000 herds with over 4,000,000 cows across the country, with a direct result of better and healthier cow population, and much greater milk production per cow," said William J. Russell, president, New Jersey Milk Industry Association, Inc., in presenting the award.



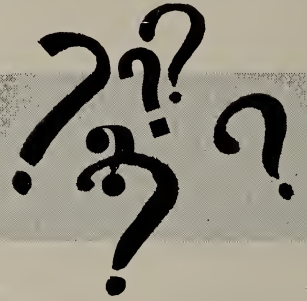
W. J. Russell and Enos J. Perry.

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DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.

OFFICIAL BUSINESS

What Do You Know About EXTENSION?



A Quiz—Correct Answers at Bottom of Page, Upside Down

1. May 8, 1953, marks the 39th Anniversary of

- a. The signing of the Smith-Lever Act establishing the Extension Service.
- b. The appointment of the first county agent.
- c. Seaman A. Knapp said, "What a man hears, he may doubt. What he sees, he may possibly doubt. What he does himself, he cannot doubt."

2. Who signed the Smith-Lever Act?

- a. President Abraham Lincoln.
- b. President Kenyon Butterfield.
- c. President Woodrow Wilson.

3. How were the responsibilities for extension work between the land-grant colleges and the U. S. Department of Agriculture determined?

- a. A gentleman's agreement.
- b. The Smith-Lever Act.
- c. A written agreement.

4. How is county extension work financed.

- a. Equally by Federal, State and county appropriations.
- b. Largely by county government.
- c. Varies by States.



These and other interesting facts can be found in the Spirit and Philosophy of Extension Work. The book may be purchased from The Graduate School, U. S. Department of Agriculture, Washington 25, D. C. Further information can be obtained from your Director, or see September 1952 Review, p. 156.

Answers: 1. (a) 2. (c) 3. (c) 4. (c)